

Vice President of Stanford Events

Background

The Parents' Club was founded to support Stanford. One of the ways we accomplish our mission is to provide parent support at key University-run family events. We staff welcome tables, offer Stanford-themed merchandise for parent purchase, help answer questions and give directions during events, identify parent panelists for Parent Information Sessions, provide parent volunteers to staff Family and Admit Weekends, staff virtual Admissions Office events in the Fall and Spring, and socialize with parents during Family and Admit Weekends. The role of the VP of Stanford Events is to facilitate the Club's participation in signature Stanford events, overseeing and supporting the Event Chairs and serving as the primary liaison to Stanford for these three events.

Overview of Job

- **Oversee Parents' Club Participation in key University Events, working with the Chairs who lead each one.** Facilitate Club participation in Stanford's New Student Orientation, Family Weekend and Admit Weekend Events (including online & virtual events).
- **Serve as a liaison between the Parents' Club Board of Directors and the Club's Chairs for each Stanford Event.** Keep the Board informed of planning progress and any major changes from previous years. If any problems come up, initiate a discussion with the President / President Elect and at a Board Meeting if needed.
- **Manage volunteer signups for events.** Manage the parentsclubvolunteers@gmail.com Signup Genius account. Recruits parent volunteers for Parent Panels, Welcome Parent Calls, and Admissions Zoom Parent Connection Calls. Ensure that the volunteer slots are filled. Work with the President to recruit parent volunteers via the newsletters and ask VP Communication to post volunteer link on our online platforms. If we are getting close to an event and the slots are not filled, start recruiting your friends, reach out to Board Members and also ask Board Members to forward to their friends or even mention on-line at a General Meeting.
- **Initiate kickoff meetings with Stanford staff for each event.** Introduce that year's Event Chairs and our Merchandise Chair at each of these meetings. In conjunction with the Event Chairs, oversee the Event planning and touch base with the Chairs regularly to ensure that the planning is going smoothly. As opportunities arise, explore other ways in which the Parents' Club may be uniquely positioned to support these Events.
- **Oversee Event execution.** Stay in regular touch with the Event Chairs and help them as needed; work to resolve any issues that might come up. A couple of weeks prior to each event, export the Volunteer Spreadsheets from Signup Genius and send the list of volunteers to the Event and Merchandise Chairs, setting up direct contact between the

Chairs and their volunteers. The Chairs manage volunteer RSVP's, send final reminders and instructions to the volunteers, and train and manage the volunteers thereafter.

- **Attend the three Stanford Events for as much time as possible.** We are always striving to improve our presence at these Events. Attending them allows the VP to see how they are going and look for areas of improvement. It also allows us to look for additional ways to serve the community at these Events, and to look for future Event Chairs. Debrief at the end of each event, with notes on suggested changes for the following year. Document these notes in the reports as appropriate. Make note of potential future Event Leaders and send to President / President Elect.

Board of Directors

- Attend monthly meetings of the Parents' Club Board. Report on status of Stanford event planning activities and events. Assist with and advise on other Club activities as needed.
- Help set and meet budgets for the various Stanford events.
- Make sure that Committee Reports and Contact Information sheets for all Stanford Event programs have been updated and submitted to you and the President by the end of the year.

Stanford Events

- The VP of Stanford Events oversees:
 - New Student Orientation and International Student Orientation in September; Sept-Oct. Welcome Zooms & calls.
 - Family Weekend in late February
 - Admit Weekend in the second half of April; Feb-June virtual & online Admissions activities
- Each Event has at least one Chairperson who handles the event management. The VP's role is to be the primary Stanford Liaison, scheduling and overseeing the planning meetings, managing the Sign-Up Genius (& advertising), coordinating with the Merchandise Team, delegating volunteer correspondence, volunteer RSVP's and training to the Event Chairs, sending reminders, answering questions, supporting, and trouble-shooting as needed. It would be very helpful to meet at the beginning of the event planning process to clarify roles and responsibilities.
- When attending events, watch for capable volunteers who might want to lead a Stanford Event in the future. Help the President / President Elect recruit talent.
- Thank the chairs after the event.
- Make sure the Chair(s) submits/updates an annual Report at the conclusion of their event.

Campus Relationships

- The VP of Stanford Events is the Club's primary contact with Stanford University for these key Family Events, including the Events' Kick-off Meeting. In addition to the VP of Stanford Events, Event Chairs should attend all Event planning meetings with the President, Pres-elect, and Merchandise Chair invited.
- After the initial meetings, either the VP of Stanford Events or the Event Chair(s) can interact directly with the Stanford Staff. You will monitor progress and attend the event, providing support to the Chairs and to Stanford as needed.
- Follow up and thank Stanford Staff after each event.